

THE CONTACTS OF CIVILIZATIONS

mainly among the Hindu electorate, through **he**
can
candidates of his choice. For example,
Lachevrot&re

the

Impartiale from **C. Aymard**, and *in it* he supported
Outrey in his

campaign as deputy for Cochin-China. After
elected, Lachevroti^re sold the paper to the OctaYe
for 240,000 piastres, and Outrey had to find a
for

the 1928 elections. Despite his promise to Homberg,
aided Outrey in amassing enough money to buy the
which he had previously sold in 1924, after five of
support. After Outrey was again safely elected in 1928,
bofaght up the entire paper, claiming that the
to oust him. This strategy **proved** profitable, for
have subsequently flourished like the proverbial
remains as perennial deputy, and the
magic touch, has become the most important in

The fact that these papers are not **subsidized**,
for the

they represent not public opinion but that of **that**
have few resources other than abuse, all for
number, violence, and short duration. Certain papers
backing to big financial groups are much longer lived.
For

UOpnton.) which belongs to the Bank of **lado-China—**
in

represents the Parisian Banque de Paris et des Pays
Bas—was

important. Eventually it was absorbed by the
by the influential Distilleries de **I'lodochine.**

the At
Tarim belongs to the Paris **Sod&bt** des and
its

is the more striking as it **deals** little
publications of high literary and .aesthetic **not** for
long. 'The *Pages* in **the** **and** for
the

were both **excellent** periodicals,
and Illustrated, with contributors **of distinction**, yet not
the financial strain.

Despite their **munber**, ephemeral **duration**,
there are -certain traits common to all **the**

'On **the** whole these papers are as

Either **they** firaaUy or t

to government p0Ikf ? or the of
competition. 'They are not for but for

for the pleasure of the **A**

subscription to **the** big **and**
the reeling of and